

CONTRACT



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| | | |
|--|---|--|
| <u>Contract / Revision</u> 931801 / | | <u>Alt Order #</u> 06225051 |
| <u>Product</u> CROSSROADS GPS | | |
| <u>Contract Dates</u> 07/30/12 - 08/06/12 | | <u>Estimate #</u> 732 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 08/02/12 / 08/02/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLWT | <u>Account Executive</u> Mica Hansen | <u>Sales Office</u> HRP -Washington |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 12 | <u>Product Code</u> 11 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|-------------------|---------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-------|-------------|
| 1 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$1,000.00 | | | |
| D 2 | WLWT | 08/03/12 | 08/03/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 0 | \$0.00 |
| 3 | WLWT | 08/03/12 | 08/03/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$625.00 | | | |
| 4 | WLWT | 08/03/12 | 08/03/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$150.00 | | | |
| 5 | WLWT | 08/03/12 | 08/03/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$3,000.00 | | | |
| N 6 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 3 | \$36,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----3-- | | | | 3 | \$12,000.00 | | | |
| N 7 | WLWT | 07/30/12 | 08/06/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$1,000.00 | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$1,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | M----- | :30 | | \$1,000.00 | NM | | |
| | | | | Credited | | | | | | | | |
| D 8 | WLWT | 08/06/12 | 08/06/12 | Late News Olympics | Late News | | :30 | | | NM | 0 | \$0.00 |
| D 9 | WLWT | 07/30/12 | 08/06/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 0 | \$0.00 |
| N 10 | WLWT | 07/30/12 | 08/06/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$3,000.00 | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$3,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | Late News Olympics | Late News | M----- | :30 | | \$3,000.00 | NM | | |
| | | | | Credited | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

| | |
|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 931801 / | 06225051 |

| | | |
|---------------------|----------------|------------|
| Contract Dates | Product | Estimate # |
| 07/30/12 - 08/06/12 | CROSSROADS GPS | 732 |

| | |
|----------------|--------------------------|
| Advertiser | Original Date / Revision |
| Crossroads GPS | 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|-------------------|---------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|-------------|
| N 11 | WLWT | 07/30/12 | 08/06/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$625.00 | | | |
| | Week: | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$625.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | 5-530p M-F news | 5-530p | M----- | :30 | | \$625.00 | NM | | |
| | | | | Credited | | | | | | | | |
| N 12 | WLWT | 07/30/12 | 08/06/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$150.00 | | | |
| | Week: | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$150.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | 5-6a news | 5-6a | M----- | :30 | | \$150.00 | NM | | |
| | | | | Credited | | | | | | | | |
| N 13 | WLWT | 07/30/12 | 08/06/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$3,000.00 | | | |
| | Week: | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$3,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | NBC Today Show | 7-9a | M----- | :30 | | \$3,000.00 | NM | | |
| | | | | Credited | | | | | | | | |
| N 14 | WLWT | 07/30/12 | 08/06/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU | | :30 | | | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | 1----- | | | | 1 | \$12,000.00 | | | |
| | Week: | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$12,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WLWT | 08/06/12-08/12/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU | M----- | :30 | | \$12,000.00 | NM | | |
| | | | | Credited | | | | | | | | |
| 15 | WLWT | 08/04/12 | 08/04/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | -----1- | | | | 1 | \$1,500.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WLWT | 07/30/12-08/05/12 | 11-1135p M-Su | 11-1135p | -----Sa-- | :30 | | \$1,500.00 | NM | | |
| | | | | Credited | | | | | | | | |
| N 16 | WLWT | 08/05/12 | 08/05/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | -----1 | | | | 1 | \$12,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WLWT | 07/30/12-08/05/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU | -----Su | :30 | | \$12,000.00 | NM | | |
| | | | | Credited | | | | | | | | |
| 17 | WLWT | 08/02/12 | 08/02/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$1,000.00 | | | |
| D 18 | WLWT | 08/02/12 | 08/02/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 0 | \$0.00 |
| D 19 | WLWT | 08/02/12 | 08/02/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 0 | \$0.00 |
| 20 | WLWT | 08/02/12 | 08/02/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| N 21 | WLWT | 08/02/12 | 08/02/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 931801 / | 06225051 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 07/30/12 - 08/06/12 | CROSSROADS GPS | 732 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Crossroads GPS | 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|------|------------|----------|---------------------|-----------------|------|--------|----------------|------|------|-------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$625.00 | | | | | | | | | | | | |
| N 22 | WLWT | 08/02/12 | 08/02/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$150.00 | | | | | | | | | | | | |
| 23 | WLWT | 08/02/12 | 08/02/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$3,000.00 | | | | | | | | | | | | |
| 24 | WLWT | 07/31/12 | 07/31/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$1,000.00 | | | | | | | | | | | | |
| D 25 | WLWT | 07/31/12 | 07/31/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 0 | \$0.00 |
| D 26 | WLWT | 07/31/12 | 07/31/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 0 | \$0.00 |
| 27 | WLWT | 07/31/12 | 07/31/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$3,000.00 | | | | | | | | | | | | |
| N 28 | WLWT | 07/31/12 | 07/31/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$625.00 | | | | | | | | | | | | |
| N 29 | WLWT | 07/31/12 | 07/31/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$150.00 | | | | | | | | | | | | |
| 30 | WLWT | 07/31/12 | 07/31/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$3,000.00 | | | | | | | | | | | | |
| 31 | WLWT | 08/01/12 | 08/01/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$1,000.00 | | | | | | | | | | | | |
| D 32 | WLWT | 08/01/12 | 08/01/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 0 | \$0.00 |
| 33 | WLWT | 08/01/12 | 08/01/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$3,000.00 | | | | | | | | | | | | |
| N 34 | WLWT | 08/01/12 | 08/01/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$625.00 | | | | | | | | | | | | |
| N 35 | WLWT | 08/01/12 | 08/01/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$150.00 | | | | | | | | | | | | |
| 36 | WLWT | 08/01/12 | 08/01/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$3,000.00 | | | | | | | | | | | | |
| 37 | WLWT | 08/01/12 | 08/01/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 1 | \$12,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$12,000.00 | | | | | | | | | | | | |
| N 38 | WLWT | 08/01/12 | 08/03/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 2 | \$2,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --WTF-- 2 \$1,200.00 | | | | | | | | | | | | |
| 39 | WLWT | 08/01/12 | 08/03/12 | OLYMPIC ZONE | OLYMPIC ZONE | | :30 | | | NM | 2 | \$6,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 931801 / | 06225051 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 07/30/12 - 08/08/12 | CROSSROADS GPS | 732 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Crossroads GPS | 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--------|------|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|------|-------|--------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --WTF-- | | | | 2 | \$3,000.00 | | | |
| N 40 | WLWT | 08/01/12 | 08/03/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --WTF-- | | | | 1 | \$625.00 | | | |
| N 41 | WLWT | 08/03/12 | 08/03/12 | 530-6p M-F news | 530-6p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$625.00 | | | |
| N 42 | WLWT | 08/03/12 | 08/03/12 | NBC Today Show | 7-9a | | :30 | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 2 | \$3,000.00 | | | |
| N 43 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 44 | WLWT | 08/03/12 | 08/03/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$150.00 | | | |
| Totals | | | | | | | | | | | 39 | \$112,675.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|--------------------|
| 07/30/12 - 08/06/12 | 39 | \$112,675.00 | \$95,773.75 |
| Totals | 39 | \$112,675.00 | \$95,773.75 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.